WHAT IS THE BEST PRESENT YOU CAN GIVE A FRIEND WHO'S GOING TO EUROPE?

SON VOYAGE presented? You might give a substantial checking account in the loft of Paris, a deck of cards for playing London Bridge, or walking shoes in which to Rome Italy. Better yet, give Luckies—and make your present a Paris Carpet. A Lucky, after all, is the best-tasting cigarette anywhere. In Paris you hear, "Un French?" Roughly translated, it means: it's all fine, light, good-tasting tobacco, toasted to taste even better. (That's advertising!) Just light up a Lucky and see for yourself.

(Today, that's smart.)

LIGHT UP A LUCKY SMOKE — LIGHT UP A LUCKY!

Product of The American Tobacco Company — Lucifer is our middle name.

There's an important future ahead for the men who wear these wings.

U.S. AIR FORCE AVIATION CADET PROGRAM